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HENRY MICHELS SEED CO.

34 Third Street

Fond du Lac, Wisconsin

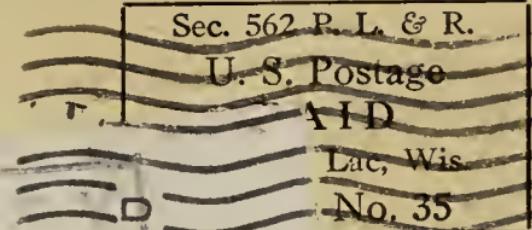
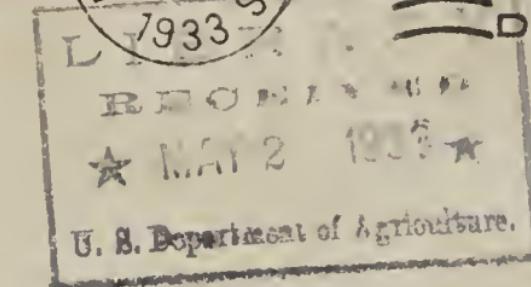
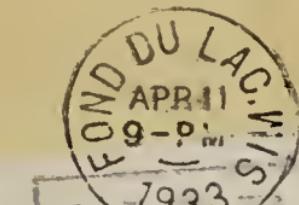
# SEEDS

They will  
Insure  
Your  
Crop

1932

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U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

U. S. A.

BUREAU OF PLANT INDUSTRY  
Horticultural Crops and Diseases

8-359



## *The Clover Situation*

We need not tell you that the crop of red clover in Wisconsin was almost a complete failure. As a consequence, most of the acreage will have to be sown with clover that has been brought in from the South (Illinois and Indiana) or, worse still, from the west. **None of it equals home grown seed.**

The crop here two years ago was exceptionally large and the quality superfine. (Exact sample enclosed.) Clover seed retains its full germinating powers many years so we stocked this seed heavily feeling that a short crop might follow and the seed be badly needed. A short crop did follow but, unfortunately for us, prices have declined severely and we are taking a heavy loss. This is your gain, however, and if you act before this fine stock is exhausted you can secure a clover seed that you know is best adapted to your conditions and avoid the risk that goes with shipped in seed.

Moreover, you can get it at as low a price as the inferior stocks—in fact, the lowest price at which you ever purchased clover seed.

Send in your order with a 10% deposit and we will hold the seed for you until seeding time and guarantee the price against advance. The demand for clover will be large because of the shortage of alfalfa seed.

This is an opportunity—**ACT NOW.** Prices, next page.

## *Credit*

In these hard times Uncle Sam has come to the rescue. He will loan, on easy terms, all the money any farmer needs for buying his seed requirements. Ask us for details or apply at your county agent's office several weeks before you need the funds.

Owing to the unusual economic situation nearly everybody is short of money this spring, business men as well as farmers. Consequently, every sale we make must be for spot cash.



# HENRY MICHELS SEED CO.

34 Third Street

Fond du Lac, Wisconsin

## *Farm Seeds of Quality for 23 years*

### PRICES SUBJECT TO CHANGE

CONDITIONS OF SALES. We guarantee all seeds bought of us to prove perfectly satisfactory to the customer or they may be returned and we will cheerfully refund amount paid with freight charges, but we will in no case be responsible for any greater amount, nor can we make any adjustments after seeds are planted as they are then beyond our control. All Prices are F. O. B. Fond du Lac.

All sales are strictly cash. The low prices quoted are possible only by cutting margins of profit to the very bone.

## Clovers

With two successive years of drought, clover acreage has dropped to an alarmingly low point. Some even are pessimistic enough to think that our climate has changed permanently and that we will have to give up this valuable crop which has meant so much to Wisconsin farmers. Official records show that while weather does travel more or less in cycles that there is no permanent change and according to the law of averages we have a right to expect the next few years to be favorable to clover growing. Let's keep up the condition of our farms and cut down our feed bill by sowing a large acreage of this reliable crop especially when the price is so low.

**MEDIUM RED CLOVER.** Read what we say on the front page about this seed. Be more careful than ever what you buy. Our home grown seed is your best assurance of a good crop. Bushel, \$7.80. Bags 20 cents.

Standard grade, home grown, not quite so plump nor bright in color. Bushel, \$7.20. Sacks 20 cents.

**MAMMOTH CLOVER.** Larger and coarser than medium. Fancy seed, free of weeds. Bushel, \$8.25. Sacks 20 cents.

**ALSIKE.** Choice, bright, clean seed. Bushel, \$8.40. Sacks 20 cents. Standard grade, just as clean, contains 6% to 8% white clover. Bushel, \$7.80. Sacks, 20 cents.

**MIXED CLOVER AND TIMOTHY.** 50% of clovers (chiefly alsike), 50% timothy. A choice, clean mixture in just the right proportions (note the heavy clover content). Per pound, 8 cents. Sacks, 20 cents.

**TIMOTHY.** Prices lowest we have ever known and quality excellent. A few pounds per acre should be included in all hay and pasture mixtures. Bushel, \$1.80. Sacks, 20 cents.

**REED CANARY GRASS.** A valuable new crop for low land. Pound, 65c.

## Alfalfa

The alfalfa crop is exceedingly short. There is nowhere enough seed to plant a normal acreage. More seed than ever is being shipped in from the southwestern states (New Mexico, Arizona, etc.) than ever and will find its way into use under one name or another. Such seed is worthless here and it will be well for buyers to be very careful.

**GRIMM ALFALFA.** State sealed and certified seed. In fact, guaranteed by the state to be genuine Grimm. The hardiest alfalfa known. Higher priced but worth the difference.

	Bushel
Blackfoot Blue Tag	----- \$15.60
Blackfoot Red Tag	----- 14.70
Montana Blue Tag	----- 15.60
Montana Red Tag	----- 14.70

### COMMON ALFALFA.

Montana, crop practically a failure. Bushel, \$13.20. Sacks, 20 cents.

**Black Hills.** An excellent seed but because of unfavorable growing conditions seed is not so fine in appearance as normal. Bushel, \$12.60. Sacks, 20 cents.

**Minnesota.** A good, hardy seed. Bushel \$12.60. Sacks, 20 cents. **Kansas,** Bushel \$9.60. Sacks, 20 cents.

## Sweet Clover

This crop should be raised much more. A hardy, vigorous grower, produces more pasture per acre than other crops and is readily eaten by stock when they become accustomed to it. Prices are the lowest in history. Yet the quality of our seed is fully up to our usual high standard.

### WHITE BLOSSOM BIENNIAL

**SWEET CLOVER.** The kind most used. Largest growing and stays green longer in the late summer. Biggest growth is made the second year. However, if it is sown alone in the spring, it will make a yield of  $1\frac{1}{2}$  to 2 tons per acre of a fine quality of hay that looks and feeds like alfalfa. This is important in this year of short hay acreage. Bushel, \$3.45. Sacks 20 cents.

### YELLOW BLOSSOM SWEET CLOVER.

Much finer growing than either of the above. Bushel \$3.90. Sacks, 20 cents.

### ALBOTREA SWEET CLOVER.

A special strain of yellow blossom introduced by Prof. Moore from Canada. He recommends it very highly. Bushel, \$4.80. Sacks, 20 cents.



## Emergency Crops

A large acreage of these will be needed this year to replace the clovers burned out last summer.

**SUDAN GRASS.** By all odds the best on the list. Makes a heavy yield of excellent pasture from July 10 to the end of the season. Also a good hay for winter feed. Do not sow before June 1 and use at least 30 lbs. per acre. 100 lbs., \$3.00.

**GERMAN (GOLDEN) MILLET.** An old standby. 100 lbs., \$3.00. Sacks, 20 cents.

**HUNGARIAN MILLET.** 100 lbs., \$3.50. Sacks, 20 cents.

**JAPANESE MILLET.** Also called Billion Dollar Grass. 100 lbs., \$4.25. Sacks, 20 cents.

## Soy Beans

**MANCHU.** The old standby. The most dependable bean for hay production in Wisconsin. Bushel, \$1.20.

**ILLINI.** A variety developed expressly for seed production in Illinois but also makes a satisfactory hay bean. Bushel, \$1.10.

**MIDWEST.** A large growing bean, later than Manchu and the best for silage when planted with corn. Bushel, \$2.10. Sacks, 15 cents.

## Miscellaneous Seeds

	Lb.	5 Lbs.
MANGELS, Mam. Red	.45	\$2.00
MANGELS,		
Golden Tankard	.45	2.00
RUTABAGA,		
Purple Top	.60	2.75
RAPE, Dwarf Essex	.15	.50
LAWN SEED,		
Golden Glow (Our		
own best mixture)	.30	1.25
Shady Place	.35	1.50
Standard grade		
(a good, clean		
mixture)	.15	.65
KENTUCKY		
BLUE GRASS	.22	.90
RED TOP	.16	.60
WHITE CLOVER	.42	1.90

## Inoculation

The Experiment Station recommends that inoculation be used with all legumes. Improves the crop. Enriches the soil. State for what crop.

### NITRAGIN INOCULATION PRICES

Alfalfa, all Clovers	Soy Beans
Size	Retail
1/2 bu.	\$ .50
1 bu.	.80
5 bu.	3.50
1 bu.	1 bu.
5 bu.	5 bu.

**UNIVERSITY CULTURE.** A jelly from the State Laboratory. Bottle, 65 cents. (Contains enough for 1 bushel alfalfa or clovers or 1 1/2 bushels soy beans).

## Seed Grains

We handle only pedigree stocks of seed grains specially grown for us from seed which we furnish or growers and which we, in the first place, secure direct from the Experiment Station. It is thoroughly cleaned with the best machinery, ready to sow. Don't compare this high class seed with the uncertain quality of stock so often found in the market. You cannot buy better grain if you pay several times our prices.



## Oats

**YELLOW KHERSON.** Also known as State's Pride and Wis. Ped. No. 7. Extra early. Ripens with barley. Rich, yellow color, small kernel, exceedingly thin hull and the best feeding oats known. Especially adapted to rich soils where the late varieties lodge and rust. On such land will outyield any other. One of the most popular grains we have introduced and still growing in favor. Bushel, 55 cents. 10 bushels and over, at 50 cents. Sacks included.

**WISCONSIN WONDER.** Also called Wis. Ped. No. 1. A heavy yielding oat with very stiff straw especially adapted to rich land. Medium size kernel, white in color. Medium maturity. Bushel, 55 cents. 10 bushels and over at 50 cents. Sacks included.

**FORWARD.** (Wis. Ped. No. 1241). A late bred oat of exceptional merit, having many of the characteristics of Wisconsin Wonder. Bushel, 55 cents. 10 bushels and over at 50 cents. Sacks included.

**SWEDISH SELECT.** (Wis. Ped. No. 5). Large kernel. For land where there is not so much danger of lodging. Bushel, 55 cents. 10 bushels and over at 50 cents. Sacks included.

## Seed Disinfectants

**CORONA OATS DUST.** A positive preventive for oats smut. Much easier to use than the old liquid types. Non-poisonous. 5 lb. can (treats about 27 bu.) \$2.25.

**CERESAN.** A mercury dust suitable for both oats and barley. 5 lb. can (treats about 27 bu.) \$3.00.

**SEMESAN, JR.** For seed corn. Use 2 ounces per bushel. 4 oz., 40c. 1 lb., \$1.25.

## Barley

### WISCONSIN PEDIGREE No. 38.

This new strain has become so immensely popular that we do not think any other variety is worth considering. Its barbless beard makes it as easy to handle as oats. The yielding quality bred into it makes it far superior to any other strain. It is proof against barley stripe disease. And, finally, it is equal to any for malting. Do not confuse this grain with Velvet and Pedigree No. 37. Pedigree No. 38 is a different strain and far superior to the others. Bushel, 80 cents. Over 5 bushels, 75 cents. Sacks, 20 cents.

## Wheat

**PROGRESS WHEAT.** We first introduced this wheat in 1924 and it has proven itself far superior to any other strain. Very early, hardy, almost entirely proof against black rust, its yield year after year is higher than any other. Bushel, \$1.00. Over 5 bushels, 95 cents. Bags, 20 cents.

**MARQUIS WHEAT.** Preferred by millers. Bushel, \$1.00. 5 bushels at 95 cents. Bags, 20 cents.

**SPELTZ or EMMER.** The acreage of this dependable grain seems to be steadily increasing. Withstands more drought than any other grain, can be sown late, makes a large yield of good feed. 100 lbs., \$2.00. Sacks Free.

**BUCKWHEAT.** Bushel, 90 cents. Sacks, 20 cents.

**FLAX.** Be careful in purchasing flax as few mills can successfully take out the noxious weeds. Bushel, \$2.00. Sacks, 20 cents.

*With seed prices the lowest in our history and with grain crops low in value, now is the opportune time to restore our hay and pasture acreage by sowing heavily of clovers. Your seed requirements this spring will take no larger portion of your milk check than when butterfat was 60 cents a pound.*

## *Michels' Seed Corn*

Our business began with putting out a seed corn that was "better". Careful breeding, close selection and our special process of kiln drying resulting in a stronger, more productive plant have given our corn a reputation envied by our competitors. The hundreds of farmers who use our corn regularly, year after year, know that when they plant MICHELS' seed that their stand is assured and that they need not guess about the maturity and the quality of their most important crop.

**MICHELS' COLD RESISTANT GOLDEN GLOW (Wis. No. 12).** By all odds, the most popular corn and the best adapted to any territory with the climate of Fond du Lac. This strain is one of the greatest achievements of our Experiment Station and we have put many years of additional work upon it with the special view of adapting it to our local conditions. No wonder farmers stay by this corn, once they have tried it.

Golden Glow is a yellow dent, early maturing, and proven the state's best yielder. Our own grown, cured in our special dryer on Golden Glow Farm. Germination practically perfect with especially vigorous sprouts. Butts and tips are graded out ready to plant. Bushel, \$2.00. Sacks, 20 cents.

**WISKA GOLDEN GLOW.** Grown in Nebraska one year from Wisconsin stock. Bushel, \$1.50. Sacks, 20 cents.

**WIS. No. 25.** An extra early yellow dent bred by Prof. Delwiche at Northern Wisconsin Station which has given a surprisingly good account of itself even in this territory. Grown from our seed and dried on Golden Glow Farm. Bushel, \$2.00. Sacks, 20 cents.

**SILVER KING. (Wis. No. 7).** Large growing, very productive white dent. Grown in southern Wisconsin. Bushel, \$2.00. Sacks, 20 cents.

**RED COB FODDER.** Grows to immense size. Very late. Bushel, \$1.25. Sacks, 20 cents.